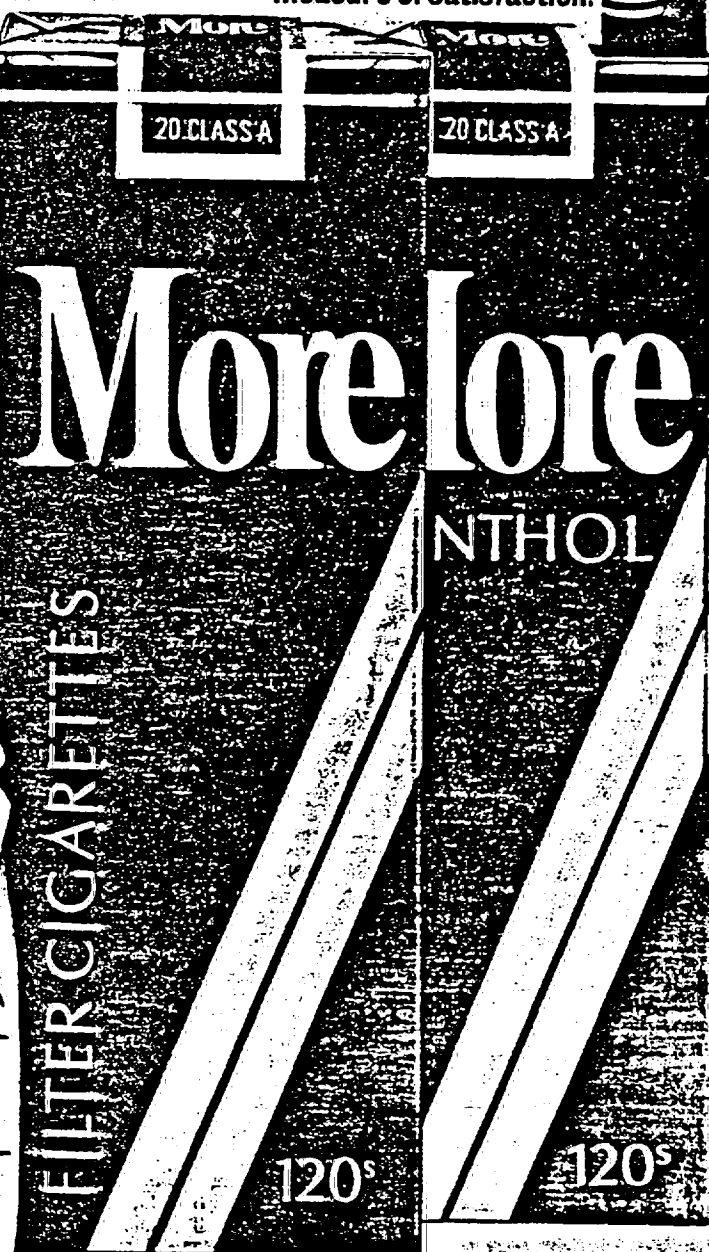


**"I'm More
satisfied."**

"I'm not easily satisfied with most things. But More gives me what I want—great satisfying taste. And More is 120mm long, so that great taste lasts longer. That's why I get extra satisfaction.

"Then there's the style that comes from a long, slim, brown cigarette. More. It does give me more."

**More. For that extra
measure of satisfaction.**



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21 mg. "tar", 1.8 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

House BEAUTIFUL 6/80